

**CITY OF GLENDALE**

5909 North Milwaukee River Parkway

Glendale, Wisconsin 53209

January 19, 2021, 6:30 pm

**2021 4<sup>th</sup> of July Committee Meeting by Zoom**

Minutes

Present:

Steve Schmelzling

Amy Barlament

Eric Zentner

Bethanie Gist

Bethanie Gist

Marty Hersh

Ann Deuser (Welcome to Glendale)

Jesse BaDour (Welcome to Glendale)

Jessica Ballweg (City of Glendale Liason)

Lorie Werthheimer

Meeting was called to order at 6:35pm with the pledge of allegiance.

Amy Barlament introduced herself. She has been very involved in PTO.

The minutes of the December meeting were approved unanimously.

Jessica said she would deal with parade vehicles along with the parade.

**Budget:**

Steve shared the budget spreadsheet. We expect to have \$25,252, the close-out fund balance from last year. We may also have 10% from food and beverage sales, but for now we're assuming it's zero. There might be some sponsorship, but we're not counting on much. We're cutting back the fireworks budget from \$13,000 to \$10,000. We will try to get Paul to the next meeting to talk about what we can do for \$10,000. The parade budget is down from \$5,000 to \$3,500. We will not do a children's parade due to covid and the difficulty of gathering so many kids safely. The permit will be about \$2,000, up from \$1,700. We are thinking of having a single, covered stage but no big tents, to avoid crowding. We have \$1,000 budgeted for tables and chairs, but we're hoping to mostly use picnic tables already at the park. We discussed whether the county is charging per picnic table (which would be different from the past). We decided that for now we will not reserve picnic tables; we can always do so later if necessary. Steve reported that the Love Monkeys (\$4,000) are planning to come but there will be a contingency in the contract for Covid-related cancellation; there may be an alternate event they could perform at. Ann said Root Beer Bash and Music in the Park would not have the budget for this. Maybe Bayshore could do this? Steve said we can't guarantee an alternate event if the 4<sup>th</sup> of July is cancelled due to Covid. Our schedule is very compressed, so we're not budgeting for daytime acts. We have \$500 allocated for "busy bags." In past years we've given out 250 bags at the end of the children's parade. Bethanie suggested that if we have extra, we can give them out at Root Beer Bash. Also, we can put stickers on kids who have a bag to avoid giving multiple bags to the same kid. We have \$5,200 allocated for booklet printing, so we'd need more than that in sponsorship to do this. The dunk tank is \$100, and we're not sure how involved scouts will be this year. We aren't allocating the money; it can come out of proceeds if they do it. No cake this year due to Covid. We discussed whether we could have an individually-packaged treat to replace the cake. We have \$600 allocated for sponsor thank you, band and throwaway signs. We

could do yard signs on private property. We've reduced the golf-cart allocation from \$400 to \$200, one cart instead of two. We will try not to ask anything of DPW or police on the day of to minimize overtime. We have \$250 allocated for unforeseen miscellaneous items on the day of. We will not allocate money for hot-lining; we are scaling back on tents and Eric has records of where the relevant buried utilities are. The budget was approved as shown in the draft budget spreadsheet.

### **Fundraising:**

Ann is hoping to combine our booklet with other events to save printing costs. She needs to talk to representatives of other events including Root Beer Bash and Music in the Glen. Marty suggested that we mail it rather than having scouts deliver. Ann thinks she could fundraise for this if the booklet is combining multiple events (like Bayshore's concerts).

### **Food and Drink:**

Bethanie reported that the food and beverage subcommittee met. Chippies is on board. ASKT is sponsoring the kosher hot dog stand. Jet's Pizza is on board. Tropical Pops is on board. The Brick is on board. Bethanie said she'd like another food vendor. They have reached out to a couple organizations. Café Corazon is interested. Another option is Iron Grate Barbecue. Bethanie will contact Wisconsin Cheese Curds. Ann mentioned that all the vendors need a square reader, and that they should offer children's meals. **Bethanie said they could do this.** There was a consensus that Café Corazon would be a better choice than Iron Grate. **Marty will reach out to Café Corazon.** Steve said we should have cancellation-due-to-covid language in the contracts. Bethanie mentioned that we're waiting to hear from Yum-Yum's ice cream. Bethanie suggested that we contact Goody Gourmet; we are not excluding them, but we didn't invite them this year because we didn't know if they'd be open yet, and we didn't have a previous relationship with them, like we do with others. Bethanie said Sprecher could donate taps but we would have to purchase the beer. Steve suggested we do what we did last year, where the Brick sells beer and the scouts can sell soda alongside them, and it would be nice to have a Sprecher fire truck in addition. Marty worried that The Brick might not want beer selling competition, especially in light of the shortened hours. We discussed waiving the 10% fee for nonprofits (scouts and ASKT). We all agreed to this, but it was suggested that we tell them this is non-precedent-setting because we appreciate ASKT taking the initiative to start working with us this year.

### **Volunteers:**

Steve has set up the signup genius. Bethanie said we won't need as many this year.

### **Tech updates:**

Steve said he updated the website. He changed the email routing.

### **Promotion:**

Ann has started gathering information. She is putting together a calendar. Ann did some research on drone shows. It costs \$10,000 - \$20,000.

### **Grounds:**

We talked about putting the single small stage at the south end of the area so it's not in the way of fireworks viewing and keeping the food vendors along the east and south-east sides so they have access to water and electricity.

**Schedule:**

Ann said she was thinking the parade could start later, like 2-4 and then 4-9 would be food trucks and the live music where people could be on their blankets and stay in the same spot for the concert and the fireworks. Bethanie said if the parade is at 3:30, it ends at 4:30 or 5. She suggested roving entertainers like jugglers or barbershop quartets to walk around without having people gathered. Sara said that if the food vendors are ready right after the parade, it's okay if the band isn't playing right away. We could be playing recorded music. Bethanie mentioned that if the parade is at 3:30, vendors should be in place by 2:00 and ready to serve at 4:00. 2:00 or 2:30 would be the parade-act staging time.

Ann said she may be asking people to bring peanut butter and jelly for a food drive for family food assistance.

Our next meeting is February 16<sup>th</sup> at 6:30pm.

Meeting was adjourned at 8:16pm